

## CLAIMS

1. A method for electronically inserting advertisement into displayed content, comprising steps of:

organizing sequentially a content into more pages than what are simultaneously viewed on a single display;

inserting an advertisement at a location within said content, said content now including said advertisement;

dividing said content into a plurality of discrete content amounts;

displaying at least two of said discrete content amounts; and

advancing to a selected discrete content amount other than said at least two discrete content amounts, wherein

said displaying step comprises displaying two of said discrete content amounts in a book representation, and

said advancing step comprises illustrating a page flipping to said selected discrete content amount.

2. A method for electronically inserting advertisement into displayed content, comprising steps of:

organizing sequentially a content into more pages than what are simultaneously viewed on a single display;

inserting an advertisement at a location within said content, said content now including said advertisement;

dividing said content into a plurality of discrete content amounts;

displaying at least two of said discrete content amounts; and

advancing to a selected discrete content amount other than said at least two discrete content amounts, wherein

said advancing step comprises receiving a click upon a thickness indicator describing an amount of said content at least one of before and after said at least two discrete content amounts.